5/31/88 C7715-3 A

MARCH
1988

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '88 VS '87	% IND	
	1988	1987		1988	1987
CHRYSLER	33246	23274	142.85	3.62	2.81
(Lever)	-	862	-	-	.10
(Le Baron/GTS)	16781	12110	138.57	1.83	1.47
(NY/S AY/Newport)	15547	9120	170.47	1.69	1.10
DODGE	44561	39157	113.80	4.84	4.71
(Daytona)	6343	1957	324.12	.69	.24
(Omni/Shadow)	11058	10945	101.03	1.20	1.31
(Aries)	11432	10620	107.65	1.24	1.28
(Lancer)	1201	2661	45.13	.13	.32
(600)	1742	3501	49.76	.19	.42
(Diplomat/Dynsty)	7580	820	924.39	.82	.10
PLYMOUTH	31417	37382	84.04	3.42	4.51
(Horizn/Sundance)	10693	13077	81.77	1.16	1.59
(Reliant)	12981	12306	105.49	1.42	1.48
(Caravelle)	2131	3665	58.14	.23	.44
(Gran Fury)	748	511	146.38	.08	.06
EAGLE	5157	3395	151.90	.56	.41
(Alnc/Eagl/Prem)	3613	2843	127.08	.39	.34
CHRYSLER CORP	114381	103208	110.83	12.44	12.44
FORD	135664	119565	113.46	14.75	14.41
(Escort)	30824	32274	95.51	3.35	3.88
(Probe)	657	-	-	.07	-
(Mustang)	18050	18814	95.94	1.96	2.27
(Tempo)	22702	21967	103.35	2.47	2.65
(Taurus)	35439	26768	132.39	3.85	3.23
(Crown Victoria)	10736	10201	105.24	1.17	1.23
(T'Bird)	11224	9465	118.58	1.22	1.14
LINCOLN	15826	10997	143.91	1.72	1.33
MERCURY	43686	35904	121.67	4.75	4.33
(Topaz)	6895	6113	112.79	.75	.74
(Sable)	11020	7330	150.34	1.19	.88
(Grand Marquis)	10103	9364	107.89	1.10	1.13
(Cougar)	10533	8278	127.24	1.15	1.00
LINC/MERC DIV	60318	47421	127.20	6.56	5.72
FORD MOTOR CO	195982	166986	117.36	21.31	20.13
BUICK	51266	44825	114.37	5.58	5.40
(Skyhawk)	2851	2860	99.69	.31	.34
(Somerset/Skylrk)	5045	6259	80.09	.55	.76
(Century)	9927	13115	75.69	1.08	1.58
(Regal)	10199	4295	237.46	1.10	.52
(Riviera)	966	2017	47.89	.11	.24
(Reatta)	147	-	-	.02	-
CADILLAC	21444	18290	117.24	2.33	2.21
(Allante)	254	114	222.81	.03	.01
(Cimarron)	583	941	61.96	.06	.11
(Eldorado)	2375	1293	183.68	.26	.16
(Seville)	1773	1853	95.68	.19	.23
CHEVROLET	139639	132316	105.53	15.19	15.96
(Celebrity)	27002	32976	81.88	2.95	3.98
(Corsica)	19046	2771	687.33	2.07	.33
(Beretta)	17497	3454	506.57	1.90	.42
(Cavalier)	24130	37921	63.63	2.62	4.58
(Camaro)	8839	12788	69.12	.96	1.54
(Corvette)	2236	1992	112.25	.24	.24
(Monte Carlo)	7937	4721	81.39	.43	.57
OLDSMOBILE	52733	63807	98.32	6.82	7.69
(Firenza)	1279	1081	118.32	.14	.13
(Calais)	8508	9211	92.37	.93	1.11
(Cutlass Ciera)	19854	21787	91.13	2.16	2.62
(Cutlass)	9145	10835	84.40	.99	1.31
(Toronado)	1381	1254	110.13	.15	.15
PONTIAC	66854	58980	113.35	7.27	7.11
(1000)	38	964	3.94	-	.12
(Sunbird)	6854	7936	86.37	.75	.96
(Grand AM)	20840	17942	116.15	2.27	2.16
(6000)	7583	10305	73.59	.82	1.24
(Bonneville)	9699	8167	118.76	1.05	.98
(Firebird)	5817	6789	85.68	.63	.82
(Fiero)	2575	4252	60.56	.28	.51
(Grand Prix)	7689	1788	430.52	.84	.22
GEN. MTRS. CORP.	341936	318219	107.45	37.19	38.27
Misc. Domestic	14	1	-	-	-
Other Import	267153	241018	110.84	29.06	29.06
U.S. TOTAL	919466	829432	110.85		

UNITED STATES SUMMARY
MARCH 1988 ISSUED 05/88

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '88 VS '87	% IND		YEAR END 1987
	1988	1987		1988	1987	
CHRYSLER	85492	55789	153.24	3.41	2.43	296152
(Laser)	-	2324	-	-	.10	4792
(Le Baron/GTS)	41163	28391	144.99	1.64	1.24	164640
(NY/5 AY/Newport)	42093	22495	187.12	1.68	.98	115735
DODGE	114794	104577	109.77	4.58	4.54	407174
(Daytona)	16219	4125	393.19	.65	.18	31071
(Omni/Shadow)	28127	31716	88.68	1.12	1.38	116654
(Aries)	29796	27166	109.68	1.18	1.18	101062
(Lancer)	3368	6938	48.54	.13	.30	22793
(600)	6137	9527	64.42	.25	.41	36660
(Diplomat/Dynsty)	17203	2979	577.48	.69	.13	15206
PLYMOUTH	86518	96975	89.22	3.46	4.22	343981
(Horizn/Sundance)	28072	36317	77.30	1.12	1.59	123956
(Reliant)	36517	29944	121.95	1.46	1.30	106069
(Caravelle)	6908	9302	74.26	.28	.40	35869
(Gran Fury)	2385	1748	136.44	.10	.08	7703
EAGLE	14674	8598	170.67	.59	.37	44626
(Allnc/Eagl/Prem)	8355	7882	106.00	.34	.34	30921
CHRYSLER CORP.	301478	265939	113.36	12.04	11.56	1092143
FORD	372794	324033	115.05	14.89	14.08	1417270
(Escort)	88152	82496	106.86	3.52	3.58	392758
(Probe)	657	-	-	.03	-	-
(Mustang)	41990	44166	95.07	1.68	1.92	170566
(Tempo)	63823	60703	105.14	2.55	2.64	222963
(Taurus)	101518	82067	123.70	4.05	3.57	356457
(Crown Victoria)	28080	27070	103.73	1.12	1.18	118312
(T'Bird)	32456	27240	119.15	1.30	1.18	131544
LINCOLN	41995	35902	116.97	1.68	1.56	166599
MERCURY	115424	97388	118.52	4.60	4.24	463432
(Topaz)	17910	16341	109.60	.72	.71	63126
(Sable)	29394	21493	136.76	1.16	.93	102767
(Grand Marquis)	26361	26219	100.54	1.05	1.15	117885
(Cougar)	26599	20936	127.05	1.06	.91	109922
LINC/MERC. DIV.	159621	134741	118.47	6.37	5.86	643473
FORD MOTOR CO.	532415	458774	116.05	21.26	19.94	2060743
BUICK	144215	128212	112.48	5.76	5.57	556122
(Skyhawk)	8075	8548	94.47	.32	.37	39454
(Somerset/Skylrk)	14063	16548	84.98	.56	.72	67880
(Century)	28045	36878	76.05	1.12	1.60	151884
(Regal)	28749	11072	259.65	1.15	.48	58672
(Riviera)	2796	6680	41.86	.11	.29	16472
(Reatta)	222	-	-	.01	-	10
CADILLAC	58475	59209	98.76	2.34	2.57	258148
(Allante)	762	115	662.61	.03	-	2084
(Cimarron)	1624	3007	54.01	.06	.13	12509
(Eldorado)	6065	4257	142.47	.25	.19	20212
(Seville)	5312	6545	81.16	.21	.28	20656
CHEVROLET	365259	347356	105.15	14.58	15.11	1493418
(Celebrity)	67460	88041	76.62	2.69	3.83	313491
(Corsica)	47017	7521	625.14	1.88	.33	100084
(Beretta)	43802	8333	525.65	1.75	.36	108387
(Cavalier)	72572	90719	80.00	2.90	3.95	298778
(Camaro)	20344	29034	70.07	.81	1.26	116656
(Corvette)	5530	5345	103.46	.22	.23	24654
(Monte Carlo)	11269	13534	83.26	.45	.59	63784
OLDSMOBILE	162012	173290	93.49	6.47	7.53	715961
(Firenza)	3959	3693	107.20	.16	.16	17252
(Calais)	22738	23267	97.73	.91	1.01	100706
(Cutlass Ciera)	53266	60974	87.36	2.12	2.65	246275
(Cutlass)	18792	27318	68.79	.75	1.19	95190
(Toronado)	3418	3409	100.26	.14	.15	16111
PONTIAC	176084	162375	108.44	7.03	7.06	696842
(1000)	153	2928	5.23	.01	.13	5697
(Sunbird)	18292	20729	88.24	.73	.90	80120
(Grand Am)	55232	52185	105.84	2.20	2.28	213778
(6000)	23081	31787	72.61	.92	1.38	124111
(Bonneville)	31273	20039	156.06	1.25	.87	99722
(Firebird)	13484	16360	82.42	.54	.71	73641
(Fiero)	6861	11146	61.56	.27	.48	42466
(Grand Prix)	13784	4843	284.62	.55	.21	14305
GEN. MTRS CORP.	906045	870442	104.09	36.18	37.84	3720484
Misc. Domestic	27	2	-	-	-	80
Other Import	764149	705320	108.34	30.52	30.66	3248704
U.S. TOTAL	2504114	2300477	108.85			10122154

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '88 VS '87	% IND	
	1988		1988	1987		1988	1987
Autocar	38	.01	182	278	65.47	.02	.03
Chevrolet	111026	25.08	298259	252702	118.03	24.74	23.16
Dodge	51371	11.60	137962	124557	110.76	11.44	11.41
Ford	131035	29.60	355235	316765	112.14	29.48	29.02
Freightliner	2168	.49	5918	4709	125.67	.49	.43
G.M.C.	33316	7.53	87968	74569	117.97	7.30	6.83
Hino	161	.04	429	335	128.06	.04	.03
Isuzu	6409	1.45	18544	24010	77.23	1.54	2.20
Iveco	156	.04	410	502	81.67	.03	.05
Jeep	20898	4.72	56683	44323	127.89	4.70	4.06
Kenworth	1451	.33	3525	2897	121.68	.29	.27
Mack/Midliner	1757	.40	4787	4730	99.94	.40	.44
Mercedes Benz	249	.06	674	1122	60.07	.06	.10
Navistar	6295	1.42	18731	14963	125.18	1.55	1.37
Nissan	13577	3.07	41657	55225	75.43	3.46	5.06
Peterbilt	1371	.31	3639	2049	177.60	.30	.19
Plymouth	16039	3.62	42309	22938	184.45	3.51	2.10
Scania	17	-	42	35	120.00	-	-
Volvo	152	.03	412	506	81.42	.03	.05
Western Star	141	.03	400	280	142.86	.03	.03
White	230	.05	1139	1814	62.79	.09	.17
WHITEGMC	830	.19	1302	-	-	.11	-
Other Imports	43090	9.73	123124	141002	87.32	10.21	12.92
Miscellaneous Domestic	897	.20	2151	851	252.76	.18	.08
U. S. Total	442674		1205482	1091222	110.47		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	182
Chevrolet	175819	112167	5539	427	75	2246	1899	87
Dodge	109523	28433	-	-	-	-	-	-
Ford	187718	152570	-	2096	-	2031	8108	2712
Freightliner	-	-	-	-	-	-	-	5918
G.M.C.	41386	35626	590	211	1111	3533	4762	749
Hino	-	-	-	-	116	125	188	-
Isuzu	17326	-	1015	28	108	12	55	-
Iveco	-	-	209	106	63	32	-	-
Jeep	52849	3834	-	-	-	-	-	-
Kenworth	-	-	-	-	-	-	103	3422
Mack/Midliner	-	-	-	-	-	370	596	3821
Mercedes Benz	-	-	-	-	-	226	448	-
Navistar	-	-	-	40	97	5543	5956	7095
Nissan	41384	-	-	-	159	54	60	-
Peterbilt	-	-	-	-	-	-	76	3563
Plymouth	42309	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	42
Volvo	-	-	-	-	-	-	331	81
Western Star	-	-	-	-	-	-	-	400
White	-	-	-	-	-	-	-	1139
WHITEGMC	-	-	-	-	-	-	12	1290
Other Imports	121925	678	299	-	37	125	60	-
Miscellaneous Domestic	-	363	-	1185	216	-	23	364
Total	790245	333671	7652	4093	1982	14297	22677	30865
1987 Total	753969	269238	7592	295	1671	9640	21609	27208
1988 vs '87	104.81	123.93	100.79	-	118.61	148.31	104.94	113.44

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1987	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC BADGERS IMPORTS				
Chevrolet Sprint	13223	.53	11062	.48
Chevrolet Spectrum	17456	.70	20176	.88
Chrysler Conquest	2236	.09	2579	.11
Dodge Colt/SW	10670	.43	10027	.44
Dodge Colt Vista SW	2547	.10	4347	.19
Eagle Medallion	6319	.25	556	.02
Ford Festiva	16118	.64	-	-
Plymouth Colt/SW	9624	.38	9097	.40
Plymouth Colt Vista SW	2367	.09	3811	.17
Pontiac LeMans	11981	.48	-	-
Merkur XR4	1322	.05	1451	.06
Scorpio	880	.04	-	-
Tracer	13432	.54	222	.01
Others	-	-	392	.02
Total Domestic Sponsored Imports	108175	4.32	63720	2.77
OTHER IMPORTS				
Acura	27596	1.10	21430	.93
BMW	17287	.69	19097	.83
Honda	152704	6.10	141874	6.17
Hyundai	66529	2.66	58381	2.54
Mazda	60663	2.42	40260	1.75
Mercedes Benz	18982	.76	24987	1.09
Mitsubishi	13268	.53	11889	.52
Nissan	104926	4.19	113336	4.93
Saab	9768	.39	9719	.42
Subaru	38203	1.53	35622	1.55
Toyota	154667	6.18	129372	5.62
Volkswagen	43181	1.72	32567	1.42
Volvo	20291	.81	23262	1.01
Yugo	8423	.34	12885	.56
Others	27461	1.10	30539	1.33
Total Other Imports	764149	30.52	705320	30.66
GRAND TOTAL ALL IMPORT CARS	872324	34.84	769040	33.43

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	14384	1.19	17173	1.57
Dodge RAIDER	2466	.20	3525	.32
OTHER IMPORTS				
Isuzu	17326	1.44	22830	2.09
Mazda	24096	2.00	30827	2.82
Mitsubishi	13539	1.12	12260	1.12
Nissan	41384	3.43	54736	5.02
Subaru	20	-	782	.07
Suzuki	16428	1.36	18234	1.67
Toyota	65723	5.45	76720	7.03
Volkswagen	1917	.16	2029	.19
Others	880	.07	9	-
Total Other Import Trucks	181313	15.04	218427	20.02
GRAND TOTAL ALL IMPORT TRUCKS	198163	16.44	239125	21.91

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10122154	4938637

TOTALS INCLUDE ALASKA & HAWAII - *OKLAHOMA NOT AVAILABLE
(1) REVISED 10/85 R. L. POLK & CO. R.1-88

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